

ORDER



Orders	Order / Rev:	215145	Primary AE:	Petry Philadelphia
	Alt Order #:	6864746	Sales Office:	P-PHI
	Product Desc:	order	Sales Region:	Nat
	Estimate:	C17C21		
	Flight Dates:	10/17/12 - 10/21/12		
	Original Date / Rev:	10/17/12 / 10/17/12		
	Order Type:	REG		
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		814 King Street	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	POL/Detroit International Bridge		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/20/12	12	\$16,900.00	\$14,365.00	October 2012	12	\$16,900.00	\$14,365.00	0.00	
					Totals	12	\$16,900.00	\$14,365.00	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOOD	43%	\$16,900.00
Market	100%	\$39,302.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$786.05
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	1%	\$393.02
WTLJ	0%	\$0.00
WWMT	18%	\$7,074.42
WXMI	17%	\$6,681.40
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	19%	\$7,467.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/18/12	10/18/12	6am Daybreak 6am Daybreak	CM	6-7a	---T---	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
NEWS8-DAYBREAK															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	---T---	2	\$800.00	0.00								
E 2	WOOD	10/19/12	10/19/12		CM	6-7a	---F--	:30	1	\$800.00	P3	0.00	NM	1	\$800.00

Order / Rev: 215145
Alt Order #: 6864746
Flight Dates: 10/17/12 - 10/21/12

Advertiser: POL/Detroit International Bridge
Product Desc: order
Estimate: C17C21

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6am Daybreak											
				6am Daybreak											
				NEWS8-DAYBREAK											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	-----F--		1	\$800.00		0.00			
E 3	WOOD	10/18/12	10/18/12	M-F 5p News			CM		5-530p		---T---	:30	2	\$1,500.00 P3	0.00 NM
				M-F News 8 @5p											
				NEWS 8 AT 5PM											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	---T---		2	\$1,500.00		0.00			
E 4	WOOD	10/19/12	10/19/12	M-F 5p News			CM		5-530p		----F--	:30	1	\$1,500.00 P3	0.00 NM
				M-F News 8 @5p											
				NEWS 8 AT 5PM											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	-----F--		1	\$1,500.00		0.00			
E 5	WOOD	10/18/12	10/18/12	M-F 6p News			CM		6-630p		---T---	:30	2	\$2,000.00 P3	0.00 NM
				M-F News 8 @6p											
				NEWS 8 AT 6PM											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	---T---		2	\$2,000.00		0.00			
E 6	WOOD	10/19/12	10/19/12	M-F 6p News			CM		6-630p		----F--	:30	1	\$2,000.00 P3	0.00 NM
				M-F News 8 @6p											
				NEWS 8 AT 6PM											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	-----F--		1	\$2,000.00		0.00			
E 7	WOOD	10/20/12	10/20/12	SNL			CM		1130p-103a		-----S-	:30	1	\$1,000.00 P3	0.00 NM
				Saturday Night Live											
				SNL											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	-----S-		1	\$1,000.00		0.00			
E 8	WOOD	10/20/12	10/20/12	LN Sa			CM		11-1130p		-----S-	:30	1	\$1,500.00 P3	0.00 NM
				Saturday News 8 @11											
				NEWS 8 AT 11PM											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	-----S-		1	\$1,500.00		0.00			
E 9	WOOD	10/19/12	10/19/12	LN M-F			CM		11-1135p		----F--	:30	1	\$1,500.00 P3	0.00 NM
				M-F News 8 @ 11											
				NEWS 8 AT 11PM											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/15/12	10/21/12	-----F--		1	\$1,500.00		0.00			